

AUTOMOBILE CLUB SHOW ATTRACTS MANY VISITORS

General Manager of N. A. C.
C. Talks Optimistically of
Automobile Industry.

Alfred Reeves, General Manager of the National Automobile Chamber of Commerce, was the principal speaker at the luncheon preceding the automobile exhibition at the Automobile Club of America yesterday.

The exhibition itself continues to attract a great gathering of visitors to the club house at No. 247 West 54th Street, just off Broadway, and a particularly agreeable feature was the absence of the crowding that is so marked at some of the shows. In the elaborately decorated assembly hall of the club the cars are set in their brilliant coloring and finish, and the picture is one of unusual attractiveness.

The arrangement of the car has caused much favorable comment. No attempt has been made to crowd every available inch of space with exhibits, and there is ample room to move around freely and make as close an inspection as desired. In the assembly hall eighteen models are shown, including Essex, Hudson, Minerva, Lafayette, Rolls-Royce, Lexington, Stevens-Duryea, Cole, Kissel, Rauch & Lang, Packard, Pierce-Arrow, Winston, Mercer and Haynes. Of this list the Pierce-Arrow, Packard and Rolls have two cars each. In the grill room, which adjoins, two Cadillacs, a National, Lincoln, Marmon and two Paige-Detroit are shown. At the head of the staircase is the Vellie, and on the main floor the Ambassador is shown in the lobby, and the Locomobile and Dodge Bros. in the Bureau of Tour.

The exhibition, which will be open daily from 2 to 11 P. M., is an invitation affair, arranged by the Automobile Club of America for the special convenience of the clubmen and women of New York City and their friends. Invitations have been sent out in large numbers and the secretary is also forwarding tickets on application.

The society element was well represented among the callers yesterday. A quick glance revealed William Rockefeller, Reginald Vanderbilt, Cornelius Jr., Col. A. E. Dick, Henry Morgenthau, W. B. Goodwin, J. L. Cutler, H. R. Lounsbury Jr., H. A. Johnson, J. H. Raymond, Edward Bates, H. H. Good, C. W. Hammill and Samuel W. Allen.

At the luncheon, Mr. Reeves, whose position as General Manager of the National Automobile Chamber of Commerce brings him into contact

with every phase of the automobile industry, said that the regular weekly reports received from fifteen different sections of the country showed the selling season in motor cars to be well under way, with every indication that sales for the next three months will probably be 75 per cent. of last year's record breaking spring and fully equal to the same period of 1919.

During the past, three months Mr. Reeves has visited most of the big centers of trade east of Denver. Mr. Reeves called attention to the great number of workmen who have returned to the automobile plants and said that, as in 1914 and 1919, the automobile industry was the first of our industries to start on an upward trend. He declared every one in business should forget the abnormal 1920 year and establish themselves on a new basis comparable with normal periods.

It was shown that with 9,000,000 motor vehicles in use, of which 10 per cent. are trucks, there is a renewal demand of about 1,200,000 vehicles annually. Practically every one now is buying transportation in motor cars with retention as a secondary feature.

"Business was flat during December, January and February," said Mr. Reeves, "but, since March 1, the industry has moved off dead center, with the factories putting thousands of men back to work and dealers ordering cars for delivery up to July 1. The sales reported have been heavy in second-hand cars as well as in new cars."

"This upward turn means that the automobile industry, as in 1907, 1914 and 1919, is the first to feel the public's pulse and is leading in the return to buying by the American public."

PRACTICAL GEOGRAPHY.

(From the Kansas City Journal.)
"I anticipate a large sale for my lot."

In schools—

"No, among clubmen. It marks accurately the remaining wet spots on the globe."

BOOSTER WEEK IN MOTORCYCLE TRADE

All Dealers Throughout Country
Will Display New Spring
Models.

Indicative of the steady improvement that is taking place in the business situation and the growing optimism of industrial leaders, is the announcement by the motorcycle industry of a big national booster campaign which started with Spring Opening Week, April 3 to 10 inclusive.

This rapidly growing branch of the automotive industry will for the first time in its history enter on a national co-operative campaign. The retail stores all over the country will be all dolled up and will keep open house. Each dealer will make a special display of the new spring models.

City and State authorities as well as the postal and military departments of the Government are depending more and more on the motorcycle. It has become an absolute necessity in every well-regulated police department. Public service companies are almost universally adopting the motorcycle as a quick and economical service vehicle.

Official figures compiled by the American Automobile Association indicate there were approximately 271,250 motorcycles registered in the United States during the year 1920. Of this number, it is interesting to note that New York state leads with 49,349, while Pennsylvania takes second with 20,981 registrations.

DRIVE TO REDUCE FEDERAL TAXATION

A definite drive by the automobile industry to obtain reduction of Federal taxes and a decrease in national expenditures is forecast by the activities of the National Automobile Dealers' Association and the National Automobile

Chamber of Commerce, according to President W. A. Woods of the New York Automobile Dealers' Association.

"The two leading automobile associations are very close on their ideas," says Mr. Woods. "Both have stuck to

principles of taxation rather than methods, and both are insisting that Governmental extravagance, waste and so-called "wartime" expansion be eliminated. It is the theory of both organizations from their declarations that

while a necessary measure of preparedness will cost money, there is no apparent reason for continuing expenditures for army and navy in peace times that were considered needed at the height of the German drive."

Now Open

SPRING EXHIBITION

Of Fine Motor Cars, Chasses and Coach Work

CONDUCTED BY

The Automobile Club of America
at its Club House, 54th St., West of Broadway

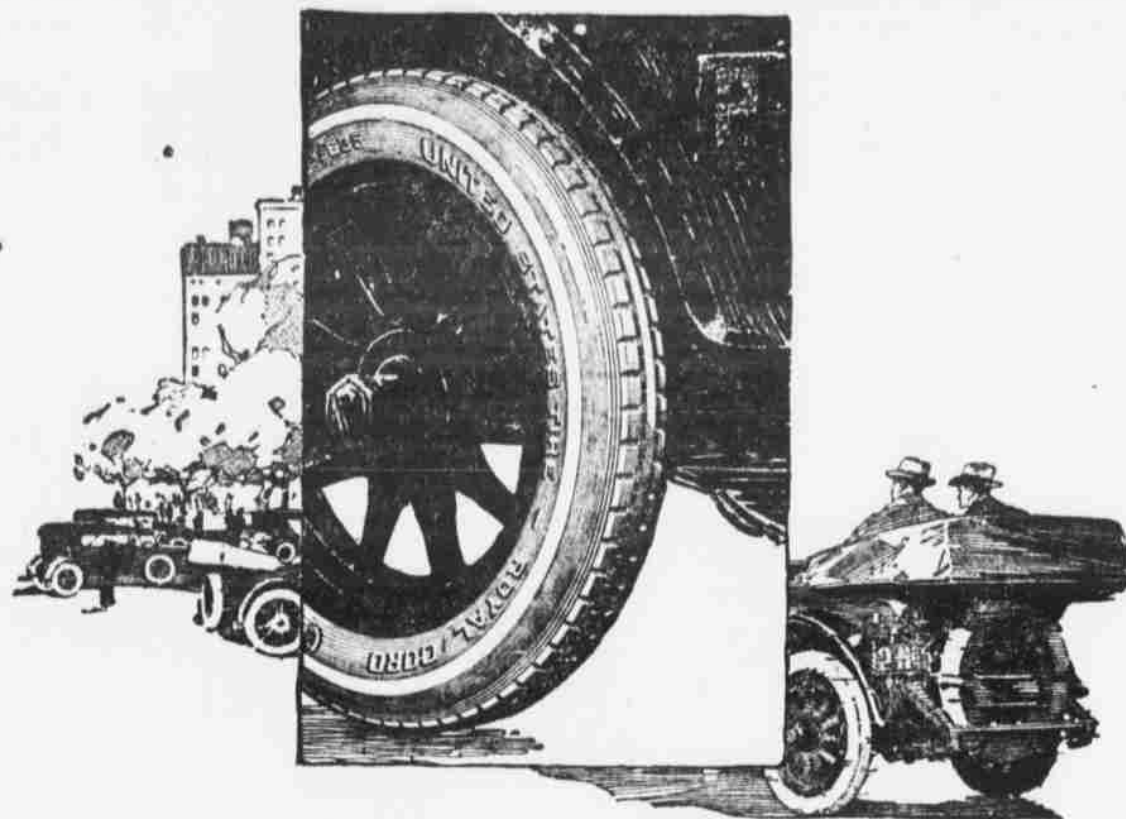
The Following Makes of Cars and Chasses Exhibiting:

Ambassador	Hudson	Marmon	Pierce-Arrow
Cadillac	Kissel	Mercer	Rauch & Lang
Cole	Lafayette	Minerva	Renault
Dodge Brothers	Lexington	National	Rolls-Royce
Essex	Lincoln	Packard	Stevens-Duryea
Haynes	Locomobile	Paige-Detroit	Vellie

April 4th to 9th

2 to 11 P. M.

Admission by Invitation only. Cards may be obtained upon Application to Secretary of Automobile Club of America, 247 West 54th Street, New York



THE U. S. ROYAL CORD

A famous tire—a famous tread. Acknowledged among motorists and dealers alike as the world's foremost example of Cord tire building. Always delivering the same repeated economy, tire after tire, and season after season.

The stripe around the sidewall is registered as a trade-mark in the U. S. Patent Office.

Get the Tire Service Your Manufacturer Intended You Should

EVERY car owner knows what a difference it makes whether he gets a fresh live tire—or one that has stood around on some dealer's shelf for a season or two.

Odds and ends, a job lot of this and that, are just as much a hardship to the dealer as to his customers.

Nobody wants them—or will take them if he knows it.

The dealer does not like to sell them, but he has them on his hands—and there you are.

What the dealer wants is a quick moving line of tires and tubes.

Tires and tubes that come to you fresh out of the factory—alive with the service the maker put into them.

You see now why so many dealers are concentrating on

the one line of tires sure to meet the wishes of ninety-five per cent of their customers.

Why they are doing away with a little of this, a little of that, and the odd lots that stick on the shelves.

In short, the progressive dealer is looking for tires that will meet his own sense of responsibility to his customers—his careful selection of tires and his careful handling of them in his store.

Concentration on United States Tires and Tubes is the business policy of thousands of tire dealers today—and hundreds more are coming to this great and dependable line every month.

The United States Rubber Company has always been interested in seeing that you get

the right service out of your tires.

It selects its dealers with that end in view.

It builds a line of tires on which a dealer can concentrate and still have the variety, to meet the needs of every individual car owner.

A complete and finished line, for all roads and in all sizes. At prices consistent with what car owners have learned to look for in high-quality tires.

More tire dealers are concentrating on U. S. Tires and Tubes all the time.

Trade with them. Get the advantage of their superior purchasing power and their quicker turn-over.

It is one sure way to get the fresh, live tire service the maker intended you to get.

United States Tires United States Rubber Company

Tire Division Branch, Broadway at 58th St.

Stewart MOTOR TRUCKS

SAVE

and EARN

and KEEP ON SAVING

PRICED RIGHT

EARN AS THEY WORK

SAVE RIGHT ALONG on repairs, tires, gasoline, oil

STEWART Trucks made eight years ago are still working and earning; piling up daily profits for their owners; piling up a long list of friends and boosters.

Designed right, built right and priced right, Stewarts cost less to buy and less to run.

Made in six capacities
3 1/2-1-1 1/2-2-2 1/2-3 1/2 ton
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TRUCK CO., INC.
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Brooklyn Sales & Service
RUTH & MATHEWS
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"Yes ma'am really Baked"



HEINZ OVEN BAKED BEANS

Your grocer knows why Heinz Oven Baked Beans are better than "just beans." Oven baking preserves the rich flavor and food value that choice, hand picked beans naturally have. Heinz famous tomato sauce gives them a delicious taste that you never knew beans could have.

A Perfect Meal

for everyday, for busy days, for guests or for the family—nothing quite so good to eat, so nourishing, so convenient, so economical. Serve them often.

FOUR KINDS

HEINZ Baked Beans with Pork and Tomato Sauce
HEINZ Baked Pork and Beans (without Tomato Sauce) Boston style
HEINZ Baked Beans in Tomato Sauce without Meat (Vegetarian)
HEINZ Baked Red Kidney Beans

One of the **57** Varieties



"Bayer" on Genuine Aspirin—say "Bayer"

Warning! Unless you see the name "Bayer" on package or on Tablets you are not getting genuine Aspirin prescribed by physicians for twenty-one years and proved safe by millions. Take Aspirin only as told in the Bayer package for Colds, Headache, Neuralgia, Rheumatism, Earache, Toothache, Lumbago and for Pain. All druggists sell Bayer Tablets of Aspirin in handy tin boxes of 12, and in bottles of 24 and 100. Aspirin is the trade mark of Bayer Manufacture of Monoaceticacidester of Salicylicacid.

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